



Creating More and Better Jobs

PURE *M*ICHIGAN Focus

James McBryde, Vice President of Governmental Affairs
James Durian, Director, Community Ventures
Michigan Economic Development Corporation

Senate Economic Development Committee
September 13, 2013

PURE *M*ICHIGAN®

Michigan Economic Development Corporation



The MEDC promotes smart economic growth by developing strategies and providing services to create and retain good jobs and a high quality of life.

- The state's economic development authority, with direct control over resources and programs
- Partnership between the State of Michigan and local communities
- One-stop resource for business retention, expansion and relocation projects
- Structure allows for speed, continuity and flexibility

PURE *M*ICHIGAN®

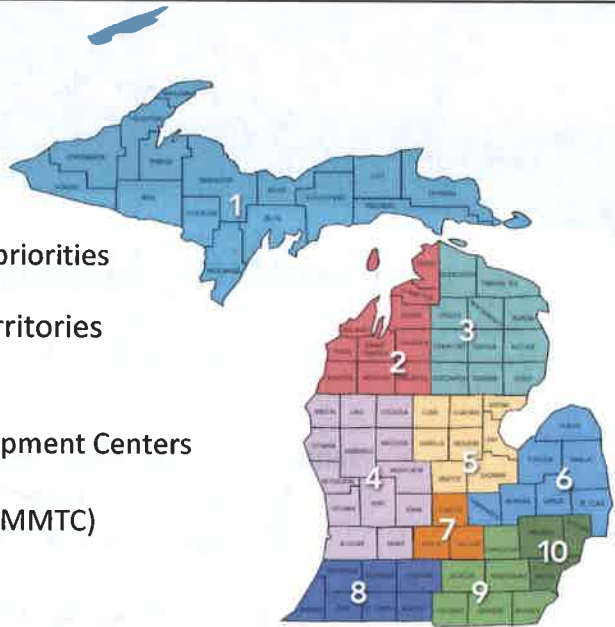
Regional Focus

Ten development regions

- 67 Interlocal and 87 corporate partners
- Work together to align regional services and priorities

MEDC and service providers have aligned territories

- MEDC Field Teams & Support
- Michigan Works! Agencies (MWAs)
- Michigan Small Business & Technology Development Centers (MI-SBTDC)
- Michigan Manufacturing Technology Centers (MMTC)
- Transportation (MDOT)
- Agriculture & Rural Development (MDARD)



PURE MICHIGAN

Business Tax Reform

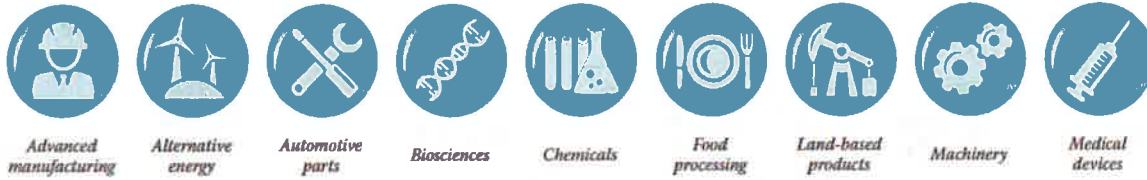
- Corporate tax rank from #49 to #7
- Overall tax rank from #18 to #12
- 3rd among the nation's 12 largest states

**At Least
80%
Tax Cut for
Businesses**

Best in the Midwest!

PURE MICHIGAN

Targeted industries for bilateral trade and foreign direct investment



Targeted countries for foreign direct investment



PURE MICHIGAN

Advertising

Bus Wraps



Billboards



PURE MICHIGAN

2013 National Cable Buy

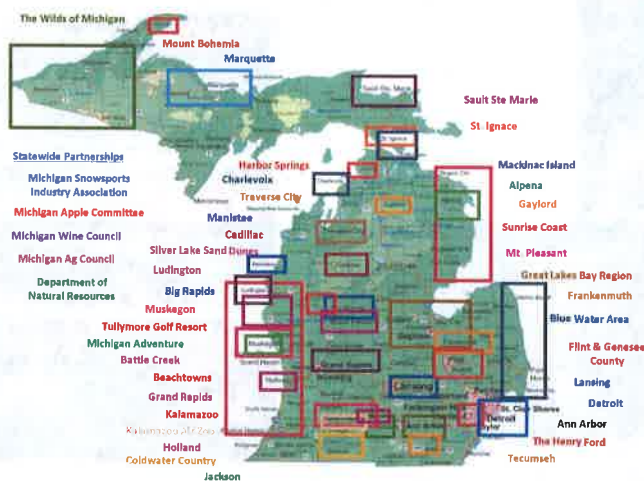
\$13 million – 5,000 airings of Pure Michigan TV commercials from March through June



PURE MICHIGAN

Pure Michigan Travel Partnerships

43 partnerships throughout the State



National Partnerships

Ann Arbor
Grand Rapids
Mackinac Island
The Henry Ford
Traverse City

PURE MICHIGAN

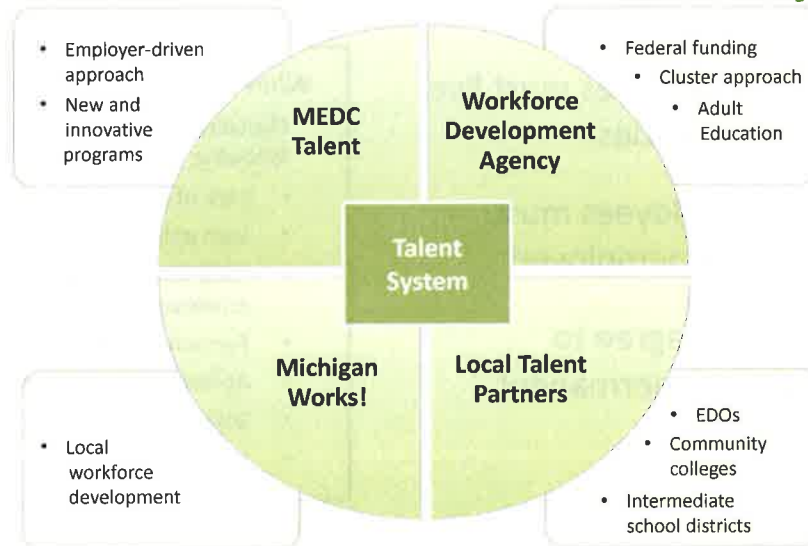
Pure Michigan Sponsorships

Reinforcing the Michigan brand at key cultural and sports events



PURE MICHIGAN

Full Service Workforce & Talent System



PURE MICHIGAN

Community Ventures

Mission

- Alleviate poverty and promote public safety in our four highest crime cities: Detroit, Pontiac, Flint and Saginaw.
- Place 1,000 “structurally unemployed” residents of target communities into long-term employment by the end of FY 2013.

Vision

By promoting employment for at-risk youth, ex-offenders and other CV eligible city residents, we will provide a career pathway out of poverty and promote safe communities.

Funding

\$10 million
appropriation in
FY 2013 and FY 2014

PURE MICHIGAN

Program Requirements

- Prospective employees must live in target communities
- Prospective employees must be structurally unemployed
- Employers must agree to provide full-time permanent employment

What is “Structurally Unemployed”?

Eligibility criteria includes one of the following:

- Lack of education
- Lack of functional literacy
- Long-term disconnection from employment
- Formerly incarcerated
- At-Risk Youth
- Disabled
- Low income

PURE MICHIGAN

Promoting Employment

Program Tools:

- 1 **Pre-screened Talent** – “job ready” local talent
- 2 **Employer Grants** – wage subsidy grants per each permanent, full-time employee
- 3 **Wraparound Services** – employment retention and removal of barriers to employment
- 4 **Career Pathways** – employer tailored career support for CV participants

PURE MICHIGAN[®]

Promoting Social Enterprise

Social Enterprise: Private-public partnerships that provide a social good.

Community Ventures promotes social enterprise by:

- **Expanding Existing Enterprises:** Provides funding/support for viable social enterprise efforts that create jobs for CV eligible persons.
- **Promoting New Enterprises:** Through business competitions, we promote a social entrepreneurial eco-system in our target communities and provide funding for new enterprises.

PURE MICHIGAN[®]

Results: Summary

60 employers have promised
to hire **1,910** CV participants

1,014 CV participants have
been placed into employment

13 employers are in the Flint area

149 currently employed in Flint

The average wage of those who are
currently working is **\$11.52** per hour

PURE  MICHIGAN*

FY 2013 Success Stories - Flint

Lapeer Plating & Plastics

- Customized training program
- Transportation Pilot – new fixed route added by MTA
- 61 employed

New Life Enterprises

- Diplomat Pharmacy and Landaal partnership
- Customized training program and wraparound services
- 25 employed

Senderra Specialty Pharmacy

- Customized pre-screening, regularly scheduled job information orientation sessions
- 13 employed

PURE  MICHIGAN*

Making it Real in Flint



MCRP Flint Cornerstone Project: URC FJ, LLC, a subsidiary of the Uptown Reinvestment Corporation, will redevelop four city blocks in downtown **Flint** to create an emerging health and wellness district. The project will consist of three main projects: renovation of the former Flint Journal's headquarters to make way for MSU's Flint Public Health & Medical Campus project; relocation of the 70-plus vendor Flint Farmers Market to the vacant Flint Journal printing facility; and demolition of the Genesee Towers property to make way for an urban plaza.

Projected Private Investment: \$29.8 million

Projected Job Creation: 75

MCRP Incentive: \$5.6 million performance-based equity contribution

MCRP Project: Uptown RDA, a subsidiary of Uptown Developments, based in Flint, plans to construct a new facility at 420 South Saginaw Street in downtown **Flint** to house the new Genesys Downtown Flint Medical Facility.

Projected Private Investment: \$3.7 million

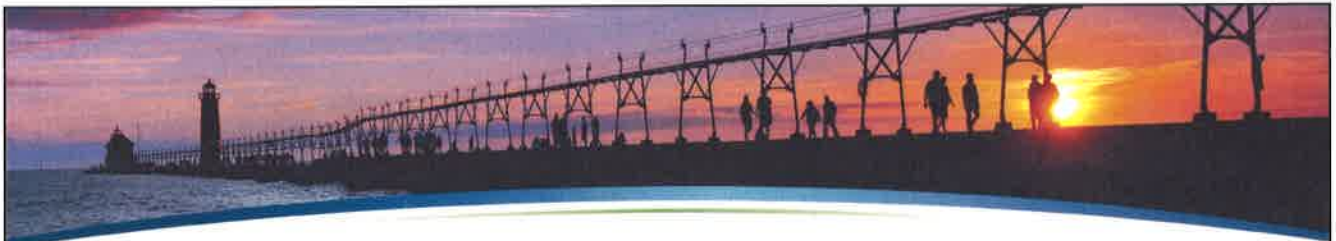
Projected Job Creation: 20

Incentive: \$625,000 performance-based grant



Genesys Health System is a group of affiliated medical campuses, outpatient centers, primary care locations and ancillary health care organizations with a mission and history of improving community health.

PURE *M*ICHIGAN®



PURE *M*ICHIGAN®
Michigan Economic Development Corporation

Questions?

PURE *M*ICHIGAN®

